

A Data Storage Medium

Abstract of the Disclosure

A representative data storage medium includes: a substrate; and a plurality
5 of elongate, carrier molecules anchored to the substrate. Each carrier molecule
carries one or more luminescent groups and is alterable between a readable
conformation in which the luminescent groups carried by the molecule are able to
emit radiation and an inactive conformation in which the luminescent groups
carried by the molecule are inhibited from emitting radiation. A writer to and
10 reader of the data storage medium are also disclosed.